








SAYAN DAS



-  Mumbai, India
-  +91 90730 55850
-  sayandas00@gmail.com
-  beacons.ai/s7yan
-  linkedin.com/in/sayan6das/

PROFESSIONAL SUMMARY

Highly motivated and results-oriented UI/UX Designer with a strong foundation in user-centered design principles applying qualitative and quantitative methodologies to understand user needs and pain points. Skilled in user research, prototyping, and crafting beautiful interfaces. I excel at translating complex concepts into intuitive and visually appealing designs, ensuring seamless user experiences.

WORK HISTORY

E - Commerce Startup

(Sept. 2020 - Jan. 2022)

Founder

- Founded & Launched E- Commerce store
- Import products from China and take care of SKU
- Generated content for socials
- Planned Marketing Strategies for Instagram posts and ads
- Increase of traffic by 625% and content interaction by 300% 3 months
- Research for alternate & better indigenous manufacturer increased profit margin from 28% to 45%
- Set up shipping network across country through ShipRocket and locally through WeFast
- Generated 160+ cross country sales in 90 days.

SKILLS

- | | |
|------------------|-------------------|
| • User Resesrach | • Visual Design |
| • A/B Testing | • Problem Solving |
| • Wireframing | • Communication |
| • Prototyping | • Collaboration |
| • Design Systems | |

EDUCATION

Masters in Interaction Design
Pearl Academy, Mumbai, Maharashtra

(Aug. 2022 - present)

B. Sc in Visual Communication
Bharathiar University, Coimbatore, Tamil Nadu

(Aug. 2018 - Dec. 2021)

B. Des in Visual Arts
National Institute of Creative Communications, Bengaluru, Karnataka

(Aug. 2018 - Jul. 2022)

SOFTWARES

- Figma
- Illustrator
- Photoshop
- InDesign
- Premiere Pro
- Unity
- MS office

LANGUAGES

English
Fluent

Hindi
Native

Bengali
Native